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# MULTIMEDIA UNIVERSITY

## FINAL EXAMINATION

TRIMESTER 3, 2018/2019

### LPR 1037 – PUBLIC RELATIONS STRATEGIES

(All Sections)

29 MAY 2019  
9.00 AM – 11.00 AM  
(2 Hours)

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#### INSTRUCTIONS TO STUDENTS

1. This question paper consists of **TWO** printed pages with **TWO** sections only.
2. Answer **ALL** questions.
3. Write your answers in the Answer Booklet provided.

**SECTION A: STRUCTURED QUESTIONS [30 MARKS]****Instruction:** Answer ALL questions.

1. Briefly explain what is press agency. (2 marks)
2.
  - a) Identify **five (5)** components of public relations, according to the Public Relations Society of America (PRSA). (5 marks)
  - b) Briefly explain each component. (5 marks)
3. Differentiate between strategy and tactics. (2 marks)
4. The ultimate purpose of any messages is to have an effect on the recipient. Public relations personnel communicate messages on behalf of their organisation to change perceptions, attitudes, opinions or behavior.
  - a) Illustrate **four (4)** steps process of public relations. (4 marks)
  - b) Explain each of the process. (6 marks)
5. Practitioners of public relations use printed words, spoken words, images and combinations of all these communication forms. They use both controlled media and uncontrolled media to communicate with their organisations' many publics.
  - a) Briefly explain what controlled media is. (3 marks)
  - b) Define the relationship between practitioners and journalists as being mutually dependent. (3 marks)

**Continued...**

**SECTION B: SHORT ANSWER QUESTIONS [20 MARKS]**

**Instructions:** Read the information below and answer the questions that follow.

1. Write a media release based on the information provided. Use as much information as you think necessary to create an effective release including a tagline of your event. Add phrases and transitions to make the media release acceptable to editors. Decide on the release date and write a headline.

- i) Event: Tinkle Bell Foodie Bazaar
- ii) 2 November 2019, from 8.00 am – 6.00 pm
- iii) Venue – MMU Stadium
- iv) Proceeds to benefit the Tinkle Bell Charity Home
- v) Games, entertainment and lucky draws are included in Tinkle Bell Foodie Bazaar programme
- vi) Door Gift Prizes
- vii) Story-telling and puppet shows
- viii) Discount Coupons
- ix) Book Sales
- x) Sponsors: TM, Mc Donalds, Toys “R” Us, Dutch Lady and Legoland

(10 marks)

2. The purpose of research is to allow public relations professional to develop strategies in public relations in order to conduct public relations campaigns with specific purpose, targeted goals and measure the effectiveness of public relations efforts.

**Problem Statement:**

You are working with a public relations agency and your agency was selected and briefed to work with Lela York Synergy. Lela York decided to change its logo to strengthen their corporate identity through online storytelling campaign. You need to articulate the goal of the storytelling campaign clearly. You are required to do research before you produce an appropriate 12-month campaign plan. This included looking at all the target audiences that needed to be informed about your online storytelling campaign.

The public relations plan has to take into account careful timing of announcements across global markets, as well as events and media placement.

- a) Briefly discuss three phases of your online storytelling campaign: planning, implementation, and evaluation.

(10 marks)

**End of Paper**